

THE

QUILL

A MAGAZINE FOR JOURNALISTS



MARINES LAND IN CHICAGO'S CITY HALL

These two combat veterans are interviewing Mayor Martin Kennelly as an assignment in their Great Lakes training for the new Navy rating of journalist. See pages 10-11.

25 Cents

October, 1949

Plan Now to Attend the

30th National Convention

of Sigma Delta Chi

Professional Journalistic Fraternity

HOTEL BAKER
DALLAS, TEXAS

November 16, 17, 18, 19-1949

(Registration, Tours, Reception—Nov. 16)

REGISTRATION: If you plan to attend the convention, drop a post card or note to Victor E. Bluedorn, Executive Director, Sigma Delta Chi, 35 E. Wacker Drive, Chicago 1, Ill. This helps the planners of the convention to anticipate attendance. Send no money. Register at convention.

NOTE: A special committee is arranging entertainment for ladies. Advise headquarters if your wife desires to be included in these plans.

HOTEL RESERVATION: All members and delegates must make their reservations direct. Write S. Hugh White, Room Reservation Mgr., Hotel Baker, Dallas 1, Texas. For rates, see card opposite.

TRANSPORTATION: Make your transportation plans now. If your travel route takes you through Chicago or St. Louis, notify National Headquarters immediately. Special cars from St. Louis to Dallas are being arranged.

PROGRAM: A glance at the convention story in this issue will give you an indication of what's in store for you. Additional stories will appear in the November issue.

RESERVE	CHECK HERE	Rate \$
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SIGMA DELTA CHI

Name of Convention or Group _____

NOTE: Unless Definitely Requested, Reservations Will Not Be Held After 6:00 P.M.

NOTE: The November issue of The QUILL is the Convention Number, 17,000 circulation. Regular rates prevail. Make your advertising space reservations NOW.

On the Record

WE published in this column last month, the activities of Sigma Delta Chi's Committee on Historic Sites in Journalism, including the membership of the current committee.

This month, we thought readers would like to know what other important committees are performing services for their profession and fraternity. To tell the story of these groups would take more space than one issue permits. About all we can do this time is to list the membership of each committee, and to advise that they will report to the 1949 national convention in November. If you have a problem or suggestion that you'd like to refer to a committee, write to the chairman.

Here's the roster of membership for the 1949 Committees.

Victor E. Bluedorn.

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THE QUILL for October, 1949

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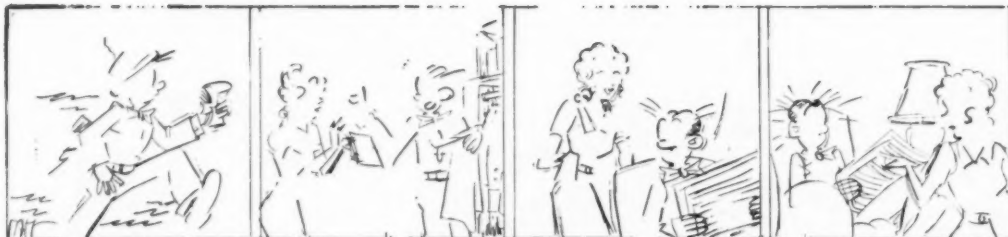
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Chicago 6, Illinois

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Tribune Tower
Chicago 11, Illinois

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Department of Journalism
Texas A & M College
College Station, Texas

HAROLD TURNBLAD, *Bureau Chief*
Associated Press
San Francisco, California

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This is how Chic Young, the cartoonist, makes a first rough sketch for the famous strip.



Then when each panel in a strip meets his approval, he makes a careful pencil rendering as above.



After this, the pencil rendering is carefully inked in, as you see here.

STEP BY STEP...

that's the way it's done successfully!

AS YOU CAN SEE, Chic Young, who draws the popular "Blondie" comic strip, goes through many steps to arrive at a finished cartoon.

And, cartoonist Chic Young, together with millions of other smart Americans, will tell you that the step-by-step method is the easiest, surest way of doing anything worth while.

Particularly, saving money.

One of the easiest and surest ways to

set aside any worth while amount of money is to buy United States Savings Bonds the step-by-step method—

So set aside a regular amount week after week, month after month, year after year. Then in 10 short years you will have a mighty nice nest egg tucked away for you and your family.

Get started now. Get your Bonds through Payroll Savings or at your bank or post office.

AUTOMATIC SAVING IS SURE SAVING—U. S. SAVINGS BONDS



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THE QUILL

A Magazine for Journalists

Vol. XXXVII

Founded 1912

No. 10

A Suggestion for American Export

ELSEWHERE in this issue of THE QUILL Marc Rose tells what the *Reader's Digest* has learned about the tastes of its millions of readers around the world. It seems that Mr. Takimoto in Japan, Señor Gomez in the Argentine and M. Polichet in France like to read pretty much the same articles that please John Q. Public in the United States.

The *Digest's* experience ought to be about as authoritative as readership surveys can be. The magazine is published in eleven languages, not counting several varieties of English including the American, for a total circulation not approached by any publication anywhere. It goes to great pains to make translations calculated to transmute the exact flavor of the American original into the popular idiom of each foreign land for which the edition is intended.

The *Digest* is a magazine but it covers a very wide field and its articles are condensed and sharpened in focus—a famous trademark that has many imitators—to make it more easily comparable with newspapers and news magazines than any periodical we can think of. Its editors' discovery about the universality of human interests not only points an obvious lesson for newspapermen but probably carries an even more important idea for the American people, as the present leaders of world democracy.

The idea is not new but it is often overlooked. It is simply that people are people, whatever their race or language, and that they can be reached with the same ideas. Foremost among the things which alike interest American, Finn, Japanese or Spaniard, the *Digest* found, is himself. An article's pulling power seems to hinge on how it affects the reader's own life. As Marc Rose puts it, men read because they hope to learn how to keep well, to succeed and to be happy.

FEW things affect the health, prosperity and happiness of people more than the government under which they live. No journalist fit to practice his profession, as Americans understand it, but believes that the democratic way, whatever its weaknesses, gives the ordinary man a better chance to succeed and be happy than any other. The true story of democracy ought to be a best seller beyond any circulator's dreams.

The American State Department knows this and is doing its best to tell that story to our recent enemies and to certain recent allies whose current conduct makes them look too much like potential enemies for comfort. The department's information program, as described in the July issue of THE QUILL, is a long step toward selling democracy to a world that needs it badly.

But even the most sincere efforts of government are

likely to be suspect by other nations. Propaganda continues to carry a certain flavor no matter how honest its ingredients. Even more effective in selling democracy, I believe, is the day-to-day picture presented by the news services, newspapers and magazines of the democratic nations. And it is generally conceded that American publications, along with the British, are freer from taint of official purpose than those of most other lands.

This is partly because a free press has been taken for granted here since the earliest days. There are American publishers who mistake any criticism of the press for a threat to its freedom but they are a minority who see things in the dark. The great majority recognize that their own freedom to criticize must carry a counter obligation to be criticized. They are concerned only with keeping the initiative of criticism in the hands of journalism itself where, as with any profession, it properly belongs.

Generations of a free press have given us a tradition of free newspapermen. I grant that some publishers still pursue a personal party line but on the average American newspaper the managing editor and his departmental aids still play the news as they see it after reporters have written it as they found it. As American newspapermen, we work in a journalistic Eden compared with many of our European fellows.

IF American journalistic tradition has an extra quality of freedom, it follows that we ought to make more effort to spread not only its product, but its techniques as well, beyond our borders. Michigan offers an example of a small beginning where a Swiss and an Austrian journalist have just finished special study at the university's school of journalism and are now starting a year's internship on Michigan newspapers.

Exchange of students has become increasingly popular in recent years. Why not try it on a generous scale with foreign journalists? It should work to democracy's advantage either way—whether foreign students learn American ways in our classrooms and newsrooms or American newspapermen spread their peculiar notions of their right to the news abroad. American-trained journalists ought to be a very useful export.

For that matter, while we are on the subject of education, why don't we try to give our own people a better idea of what the American press does, including honest discussion of how it might do even better? It has often struck me that a study of newspapers and other media of communication ought to be as much a part of the average curriculum as any social science—certainly at the college level, possibly in high schools. Such courses should be taught by men who are or have been journalists, whatever other pedagogical baggage may be required.

CARL R. KESLER

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SHOP TALK

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Fig. 8.18. NaCl Na_2SO_4 phase diagram

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Herbert Starnel

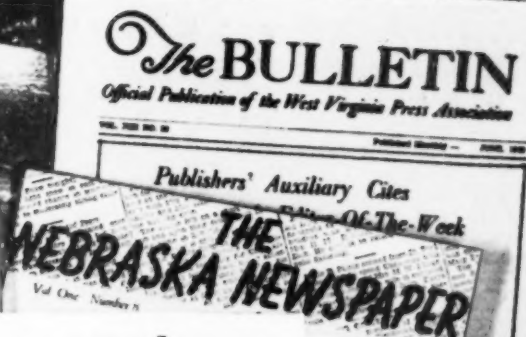
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Oregon Pub

Convention Plans Lead of Schedule

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[illegible]

Thank you, gentlemen

The official press association bulletins and publications whose mastheads are reproduced here are among the many which have commented favorably on our efforts to secure correct typographical treatment of our trade-mark "Coke."

We are thankful for the compliments, of course.

We should like, however, also to thank all other members of the working press who have heeded those efforts, with or without comment, by merely granting our trade-mark "Coke" an upper-case "C" whenever they use it in print.

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OFFICE IN CHATTANOOGA, TENNESSEE AND DALLAS

Bulletin—Special

Chattanooga, Tennessee

October 23, 1948

EDITORIAL CONTENT

Name Speakers

Convention Topic: Press Appraisal

SIGMA Delta Chis will gather in Dallas November 16 for a 40th anniversary convention which promises to equal or surpass the high standards of interest and attendance set by the three previous postwar gatherings of the professional journalistic fraternity at Chicago, Washington and Milwaukee.

A professional program based on the timely theme of "Appraisal of a Free and Responsible Press" will bring top-ranking journalists and educators to speak at luncheons and banquet and in two forum sessions. A major Southwestern Conference football game, a ranch barbecue and a dance for delegates are on an entertainment program in which Texas hospitality is expected to shine.

Both forums are scheduled for Friday, the third day of the convention. In the morning President Neal Van Sooy, editor and publisher of the Santa Paula (Calif.) *Chronicle*, will preside over a discussion of "The Challenge to Editors."

The same afternoon a second forum will be held on world news with the theme, "Towards Wider Understanding." It will be under the leadership of Lee Hills, managing editor of the Miami *Herald*, former war correspondent and executive councillor of the fraternity.

Taking part in the morning panel on "The Challenge to Editors" will be Joe T. Cook, editor of the highly successful weekly *Mission* (Texas) *Times* and president of the National Editorial Association; Oscar Stauffer, editor of the influential *Topeka* (Kan.) *Journal*, and vice president of the Inland Daily Press Association, and Gayle Waldrop, director of the University of Colorado's school of journalism and president of the American Association of Teachers of Journalism.

WHILE delegates are registering at the Baker Hotel Wednesday, November 16, the executive council of the fraternity will meet under the guidance of Luther Huston, manager of the Washington Bureau of the New York *Times* and chairman of the council. Business before the council, in advance of formal convention action, includes several petitions for chapters, possible changes in the annual awards made by Sigma Delta Chi for distinguished service to journalism and a report on press ethics studied during the year by a special committee named at Milwaukee and headed by Secretary Charles C. Clayton; St. Louis *Globe Democrat* editorial writer.

Wednesday afternoon delegates and members will be taken on a tour of the big, modern plant of the Dallas *Morning News* with its huge new electronic presses capable of printing 160,000 32 page newspapers per hour. The other departments in this setting of excellent lighting, handsome walnut woods, gleaming marble, muted colors and historical murals will be of equal interest.

THE QUILL for October, 1949



CONVENTION HEADQUARTERS—Dallas' Baker Hotel where Sigma Delta Chi will meet November 16-19.

Wednesday's tour also includes an inspection of the *Daily Times Herald* plant and the studios of radio stations KRLL and KRLD-TV. (the *Times Herald's* new television station). The *Morning News's* radio interest WFAA and WFAA FM and the *Wall Street Journal's* plant will also be visited.

Wednesday evening delegates will get acquainted at a cocktail party and buffet given by the Dallas and Fort Worth professional chapters in the ultra-modern penthouse on the roof of the Mercantile Bank Building.

Actual convention business will start Thursday morning when Secretary Clayton calls the roll of delegates and Governor Allan Shivers of Texas officially welcomes Sigma Delta Chi visitors to the Lone Star state. He will be followed by President Van Sooy who will be introduced for his annual president's address by Ted Barrett of the *Morning News*, president of the Dallas professional chapter.

Thursday noon the *News* and its radio affiliate, WFAA, will be hosts at a luncheon in the Baker Hotel.

In the afternoon, the press ethics committee will make its formal report to the fraternity after which its chairman, Secretary Clayton, will preside over a panel discussion of the subject.

Reports by national officers and stand-

ing committees will occupy the rest of the afternoon, to be followed in the evening by a Texas ranch barbecue, one of the high spots of the entertainment program.

FRIDAY morning undergraduate chapter advisors will have a special breakfast, an innovation in convention programs. Business sessions immediately following will include concurrent forums on undergraduate and professional chapter activities under the leadership of Floyd Arpan, of Northwestern University, professor of journalism and executive councillor, and Carl R. Kesler, state editor of the Chicago *Daily News* and vice-president in charge of professional affairs. These will be followed by the forum on "The Challenge to Editors."

The *Times Herald* will be host at luncheon Friday.

Friday's afternoon will be devoted to the second of the two major professional forums: "Towards Wider Understanding." Two of several speakers to take part in this panel presentation are Charles H. Campbell, director, British Information Services, recently returned to Washington from England, and Frank Bartholomew of the *United Press*, San Francisco. Bartholomew is well informed on Far

[Turn to Next Page]

Convention

[Continued from Page 7]

Eastern affairs from first hand experience.

In the evening a supper dance will be held for officers and delegates, wives and co-eds from Southern Methodist University whose undergraduate chapter of the fraternity, headed by W. A. Stevenson as president, is co-host to the convention. Arrangements are being made to hold this event at the Brook Hollow Country Club, Dallas' newest and finest clubhouse.

Business sessions Saturday morning will be followed by the annual Service of Remembrance presided over by William Glenn, real estate editor, *Miami Beach Star and Sun*, and a founder of Sigma Delta Chi.

Special arrangements have been made for delegates and members attending the convention to secure tickets for the Saturday afternoon football game between Southern Methodist University and Baylor University's Bears, always a tough team in a tough league. In order to attend this Cotton Bowl spectacle, delegates and members must write in advance on the stationery of his student, or hometown newspaper, radio station, magazine, etc. and address his request to Clifton Blackmon, editor of *Dallas Magazine*, Chamber of Commerce Building, Dallas, Texas. One ticket will be reserved for each registered member and it will be available at the registration desk at the time of registration.

Because of the large sale of tickets for the game, members are requested to write as early as possible. Seats for S. M. U. home games, as one Dallas member puts it, are as rare as Gromyko's smiles.

Southern Methodist, winner of the conference championship for the last two seasons, is considered the top contender for a third year's crown and has a home schedule that includes one game of special national interest with Notre Dame.

The convention will wind up Saturday night with the annual convention banquet, preceded by a model initiation with national officers presiding. The fraternity's undergraduate and honor awards will be announced at this time.

The principal speaker will be Grove Patterson, editor in chief of the *Toledo Blade*.

DELEGATES are urged to make hotel reservations early. Rates run from \$3.50 to \$7 for single rooms, \$5 to \$9 for double bed rooms, and \$7 to \$12 for twin bed rooms. Special arrangements have been made for dormitory rates for groups. While reservations must be made directly with the hotel (write to S. Hugh White, Room Reservation Manager, Hotel Baker, Dallas 1, Texas) National Headquarters of Sigma Delta Chi will appreciate notification of any plans to attend the convention in order that convention plans may be made more accurately.

The registration fee for all sessions and events appearing on the program is \$16. Hard working committee chairmen have made this nominal registration fee possible.

A special committee headed by Mrs. Mike B. Crowson of the *Morning News* is planning a schedule of entertainment for wives which will include a style show at Neiman Marcus. Other arrangements are pending. Members are urged to advise



CONVENTION HOSTS—W. A. Stevenson (left), president of the Southern Methodist University undergraduate chapter, and Ted Barrett, promotion director of the *Dallas Morning News* and president of the Dallas professional chapter.

Headquarters if their wives will be in Dallas during the convention days.

The host chapters advise that the weather should be mild, and pleasant, comparable to fall weather in the midwest. Dress for all events, including dance and banquet, is informal.

Members traveling by train to Dallas by way of St. Louis will be interested to know that arrangements for special cars are being made by the St. Louis professional chapter. These cars will depart from St. Louis on the afternoon of November 15, arriving in Dallas the next morning.

All interested in these arrangements should write to Charles C. Clayton, *Globe Democrat*, St. Louis, Missouri. In Chicago the professional chapter there is interested in hearing from all members who will travel to convention by train via Chicago. Members in that area should get in touch with Lawrence Salter, 231 South LaSalle Street, Chicago 4, Ill.

Delegates are warned that Texas has no open bars for mixed drinks. Beer and wine may be served in bars and taverns but liquor is obtainable only in package stores.

Anticipating a large attendance of undergraduate and professional members from other Texas cities, in addition to delegates and visitors from farther afield, the Dallas group has a large committee, with a number of subcommittees, working on convention arrangements.

Fred McCabe, chief, *United Press*, Dallas, is chairman of the Local Arrangements Committee.

The subcommittees and their chairmen are:

Registration—William N. Sewell.

Program—Fred Massengill, publisher, *Terrell (Texas) Tribune*.

Hotel and Meeting Rooms—Clifton Blackmon, Dallas Chamber of Commerce.

Entertainment—Clay Bailey, *Dallas Times Herald*.

Publicity and Attendance—James V. Lovell, *Times Herald*.

Printing—William S. Henson, William S. Henson Printing Co.

Reception—James M. Moroney, Jr., *Dallas News*.

Exhibits and Decorations—Ayres Compton.

Finance—John L. Mortimer, U. S. Steel Corporation.

Initiation—Professor E. L. Callihan, Department of Journalism, Southern Methodist University.

Ladies—Mrs. Mike B. Crowson, *News*.

Professional members of the general arrangements committee are:

Wick Fowler, *Dallas News*, Austin, Texas.

Willard Barr, publisher, Fort Worth Labor News.

Paul Ridings, Texas Christian University.

Granville Price, University of Texas.

Donald Burchard, Texas A. & M. College.

George Peeler, editor and publisher, *Taylor (Texas) Press*.

Ted Barrett, *Dallas News*.

B. C. Jefferson, *Dallas Times Herald*.

Joe E. Cooper, Dallas.

Jack B. Krueger, *Dallas News*.

Joe M. Dealey, *Dallas News*.

Sidney Pietzsch, Station WFAA.

Ted Ferguson, Texas Power & Light Company, Dallas.

Orrin C. Auld, Dallas.

Ted H. Maloy, Dallas.

Brad Mills, Dallas.

Richard P. Wall, Dallas.

William C. Grant, Dallas.

George Haddaway, Dallas.

Meno Schoenbach, Dallas.

Wayne Gard, *Dallas News*.

Frank M. Witten, Southwestern Bell Telephone Co., Dallas.

Baron Creager, Dallas.

Walter Humphrey, editor, Fort Worth Press.

Louie L. Hulme, Baylor University.

William Bradfield, Sr., Garland (Texas) News.

Keith Baker, Chance Vought Aircraft Co., Grand Prairie.

Undergraduate members all from the S. M. U. chapter are:

Edwin Dale Pittman, retiring president.

William G. A. Stevens, n. president.

Arthur Glen Carson, secretary.

Alfred L. Perkins, treasurer.

It May Be Tough, So What!

Thanks, Says Columnist, I'll Take The Big City

By ERICH BRANDEIS

FIRST of all let me say that I have nothing against small cities, towns or villages.

They are fine. They are peaceful. They are the backbone of our country. They are necessary.

But, to a newspaperman, they lack the very essence of the very reason why every journalistic embryo with whom I have talked goes into the "game."

It's called the "newspaper game," right or wrong. For years now much has been done to make the "game" a profession. To me, after thirty years in it, it's still a game.

So it is difficult to become a sports writer. So it is tough to become a columnist. So what?

It's tough to become a big league baseball player. Does that mean that every bushleague player doesn't try to make the big league?

Does that mean that the lion hunter turns to frog catching?

Does that mean that a young fellow, full of pep and vinegar, wants to settle down to comfort, quiet and ease rather than accept the challenge of New York, Chicago, Los Angeles, St. Louis?

Youth is a conqueror. I have no use for the fellow who doesn't try just because it is hard.

Where would be the syndicated columnists, the famous sports writers, the great editors of today if they had not taken the chance—and conquered.

I CERTAINLY don't want to hold myself up as an example but perhaps my own career is much better proof of why work in the "Big City" holds more promise than remaining in a small one.

I started in Oakland, Calif., sometime in the second tenth of this century. I did



COLUMNIST ANSWERS—Erich Brandeis, author of "Looking at Life," gives a big city answer to small city newspaper argument.

LAST Spring James H. Wright, Hoosier newspaperman who had worked in several states, wrote from pleasant old Crawfordsville, Ind., to tell why, after metropolitan experience, he preferred to stay on a small city newspaper. His argument was both sentimental and practical. The Quill printed it in the June issue.

A few weeks later, another manuscript and a terse covering letter arrived from Crooked Mile Road, Westport, Conn. The address was the country home of Erich Brandeis, veteran King Features columnist, syndicate promotion executive and one time San Francisco reporter. The gist of the letter was: "James Wright's article got my goat." The manuscript was titled: "Thanks, I'll Take the Big City."

Here is the manuscript which, like Wright's, was barely ticked by an editorial pencil. The editor of The Quill has been both small and big city newspaperman and offhand can think of some fine arguments missed by both contributors. He expects others to feel the same way and can foresee some fine debate for pease porridge both hot and cold.

Erich Brandeis has had the better part of 40 years experience in newspaper work. A graduate of the University of Berlin who came to this country before the first world war, he became a crack reporter on the San Francisco Examiner and the Call before moving to New York in the early 20's. There he branched into magazine writing and later, into syndicate promotion and management.

Erich was promotion director for King Features for ten years and held executive posts with International News Photos and the Central Press Association. For the last year he has devoted himself entirely to his widely syndicated column: "Looking at Life."

In odd moments over the years Erich has found time to write three books, "Franklin D. Roosevelt, the Man," "Old Hickory" and, in collaboration with Dr. V. C. Thomas, "The Successful Physician." He has been actively interested in Sigma Delta Chi, recently completing office as vice-president of the New York professional chapter.

just about every beat there is to be covered.

They liked my work and brought me to San Francisco. There, on what was then the *Call* and is now the *Call Bulletin*, I covered hotels, the San Francisco Exposition in 1915 and again just about everything that can be covered.

In San Francisco I interviewed celebrities by the score, Rabindranath Tagore, Herbert Hoover, Theodore Roosevelt, Thomas Edison, Luther Burbank, Henry Ford, the King of Belgium (I forget which one), and many others.

Then I got the New York fever. My friend the late John Medbury, was responsible for my coming to New York and got me a job with King Features Syndicate.

They put me into the promotion department, where I stayed three years. Then I went over to the Hearst Magazines as assistant promotion manager.

A few years of trying to become a millionaire in business. No good. I couldn't add. I couldn't multiply. I couldn't "shove over the syphers," to quote Archie of Duffy's Tavern.

BACK to King Features as promotion manager of not only King, but *International News Service*, *International News Photos*, and *Central Press*.

The late Joseph Connolly, head of those syndicates, said to me: "You are a good writer. You ought to do a column."

So I started it, this "Looking at Life" thing—which now runs in well over a hundred newspapers and is making me a darn good living.

A year and a half ago the column paid well enough to enable me to quit my promotion job which paid me well up in five figures.

Simple, isn't it?
Could I have done that by staying in a small town?

I would never have had the opportunity to have a syndicated column of

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Scroll and Quill Rating

Why Navy Trains Its Own Seagoing Reporters

By LT. C. R. WILHIDE, U.S.N.

DURING the recent war the writer was approached on a busy corner of a large midwestern city.

"I beg your pardon," said a middle aged, well dressed man, "but I wondered if you could be attached to the Canadian Army."

This seemingly harmless inquiry was particularly repugnant to the author because at the time he was a tired in dress blue "able" and considered himself a rather dashing example of the manhood of the United States Navy.

After considerable reflection and four more years in the Navy, the contributor believes the incident helps illustrate the reason why the Navy is now familiarizing the public, and especially the rural communities, with the personnel and workings of the most highly organized Navy in the world.

The most important step in the program has been the establishment of a permanent Office of Public Relations. Perhaps one of the most potent mediums utilized by this office, and certainly one of the most unique, insofar as the Navy is concerned, is the adoption of the rate of journalist as a permanent part of the Navy rating structure.

It reflects the changing Navy mind regarding recognition of the individual, which parallels the change in public attitude toward the personnel who make up the component parts of the Navy.

With the advent of World War II, the public mind underwent a complete metamorphosis regarding the military services. The concepts of isolationism and anti-militarism have now been relegated as mere check points to the growing realization that participation in world affairs is the surest way of avoiding annihilation.

While still maintaining a balanced thinking toward military preparedness, the citizen no longer labors under the delusion that geographical space alone will remove the threat of invasion. With this new impression comes an awakened interest in the men and women who serve in the Navy.

UNTIL the early 1940's the general public was acquainted with the operations of the Navy through formal news releases or a chance column some feature writer produced on a Naval activity. Unheralded were the whereabouts and welfare of the men making up the service. The home folks were usually left to dig out this information for themselves. Since the primary channel for these reports was through letters from sons, husbands and sweethearts—who are notoriously weak correspondents—the information was scarcely more than a trickle.

Of course this lack of communication can be blamed only on the men themselves, nevertheless, it left the small communities especially, somewhat vague as



Lt. C. R. Wilhide, U.S.N.

as to what happened to their menfolk once they left for a career in the Navy. With the change in public consciousness, however, the taxpayer demanded an up to date information service

to keep him abreast of developments within and around the Navy.

Realizing their most important emissary is the man in the service himself, the Navy has attempted to exploit his connection with the thousands of towns and cities throughout the country by publicizing his activities and achievements. This recognition has a two-fold result. Not only is the man within the Navy made to feel he is an integral part of the machine, but the interested persons in his home community are made aware of the fact that an organization of some 400,000 persons is still not so large that it cannot notice one man.

It is a known psychological precept that most human beings are not averse to receiving public commendation for noteworthy deeds or, for that matter, very ordinary accomplishments. Thus the Navy achieves increased stature in the eyes of the individual so recognized and gains a few more supporters in the friends and relatives of that individual.

SOME method thus becomes necessary to provide the recognition and this is the primary purpose of the quill and scrollmen, or journalists. Since the spring of 1948 the rate of Journalist has become a member of the family of Navy ratings. With the exit of trained newspapermen after the war, an intermediate program was set up to carry on until the new rate could be established. With the passing months it became more and more apparent this valuable work could not be ended.

Some 3,200 newspapers made it known to SecNav that hometown articles on local personnel were good material and would receive play in the local papers if the program was continued. The men who filled the gap between the exit of the trained reporter and the Navy Journalist were Enlisted Naval Correspondents and turned in a bang up job. Now the class "A" school of journalism is in operation and turning out men believed to be equipped to carry on the work of their predecessors.

The school and program has, of necessity, had to feel its way along and mis-

SOON after the war The Quill told the story (January-February '46) of how the Navy, after a belated start in service public relations, built up its unique Fleet Home Town News Center in Chicago to keep the nation's press informed of what its sailors and marines were doing. In last year's September issue George R. Rineheart of the nearby Waukegan News-Sun described the launching of a new Class A service school at Great Lakes Naval Station to train enlisted men for the new Navy rating of journalist.

The school has since turned out steady quotas of sailors and marines to continue into peace time the enormous job of keeping home towns in touch with their sons in the Navy—aboard ship, at bases near and far, on special assignments over the world. In this article Lt. Charles R. Wilhide, U.S.N., officer-in-charge, writes from the official Navy point of view of the basic philosophy behind the school.

A graduate of Marietta College, Lt. Wilhide entered the Navy through the reserve and remained as a regular after service as a line officer in all war theaters took him to Japan after V-J Day. He was first assigned to Great Lakes as an instructor in the Enlisted Correspondents' School that preceded his present command.

The school has been able to draw heavily on nearby Chicago for lecturers from newspapers and radio. Each class is relatively small in numbers and the course condensed but the pace is one that would give the college journalism student new ideas about how much work can be done. The editor of The Quill knows. He was one of the visiting firemen from Chicago and can testify that the young sailor and marine journalists can ask more questions in less time than any cub reporter he ever encountered.



NAVY MAPS A NEW COURSE—Sailors have used charts since the beginning of navigation but these men in the Navy's blue are using this map as background for current news, part of their study for the new rating of journalist.

takes have been made. These are being rectified and planned training for higher rates is in full swing. By the time a seaman apprentice reaches the rate of chief journalist he will have received an adequate background to make him one of the most valuable of Navy ratings.

With the help of nearby journalism schools and trained newspapermen the present school at Great Lakes, designed for seamen apprentices and third class petty officers, has compiled a curriculum to be envied by more established civilian schools. Not only is the neophyte journalist given instruction in journalism and related subjects, but he is also exposed to layout and makeup which will give him the fundamentals of operating a small ship or station newspaper should he be so directed.

To introduce him to the powerful medium of radio he is given a familiarization course in radio and wire recording anticipating the time when he may be called upon to make recorded interviews of men in far distant corners of the world. It may also happen that the Journalist will be sent to "cover" a certain ship which is making an extended cruise. Photographer's mates being at a premium, the journalist must be able to take pictures.

REALIZING that in order to write about men in the Navy the Journalist must also have a general idea of what the Navy is, the school gives him a brief look at its development and achievements, by a course in Naval history. It has been the experience of the school that a surprising number of petty officers do not have the least conception of the back-

ground of the Navy or the important part it has played in the nation's story.

Then there are the minor courses which serve as background material—public relations, current events, naval correspondence and naval orientation. The reader can judge from the above that the student does not have too much time to fritter away. One Marine student summed it up this way: "You don't dare lean over to pick up a pencil, because by the time you straighten up you're two weeks behind."

Special projects and activities help to break the schoolroom routine and still act as valuable supplementary aids to round out the education of the students. One of the most popular is the weekend assignment. With the aid of local police stations, newspapers and other news sources the project has been set up to give the student a practical approach to his training.

Beginning with the third week of the 12 week course, the students are assigned to various activities in the immediate area to get facts and write their stories. For example they may report to the local newspaper, be assigned to a reporter and follow him on his "beat" or "run." They gather their information, consult the reporter for his ideas and then write their own yarn. In some cases, the story is submitted to the city editor and he handles it the same as any other news story, except that he returns it to the student with his comments. This gives the student an insight into the operations of established newspapers and thus add to his own conception of newspaper organization which will be invaluable in his future duties.

This project also has a twofold purpose—to indoctrinate the student and to acquaint the public with this new activity of the Navy. As yet, the school has to experience its first completely adverse criticism from these contacts. The usual response is one of pleasant surprise and excellent cooperation.

Realizing the staff is green, as far as actual experience goes, the school has induced the surrounding newspapers to furnish guest speakers to address the class once a month on some particular phase of newspaper work.

A wealth of experienced personnel is available and the newspaper publishers and editors have generously lent their support to the program in this way. Acme News Pictures agency also furnishes regular staff photographers once a month to give the two newsmen the best in practical application of instruction.

Upon graduation the seamen are designated journalist strikers and sport the quill and scroll on their sleeves, with the petty officers swapping their former insignia for the new. Billets range from continental stations to duty on major combatant ships and, in some cases, to specialized duties as members of an expedition or special operation.

Through the efforts of these men the Navy has gained immeasurable prestige in thousands of rural communities as well as partially solving the eternal problem of intra-service morale. With the coming years and the output of more highly trained personnel there will develop a powerful medium of service public relations which, as yet, has just been tapped.



IN SWEDISH—A new issue of The Reader's Digest—Det Basta in Swedish—goes on sale at a Stockholm newsstand.



IN ITALIAN—Conferring on the Italian edition of The Reader's Digest, business manager, director: Gian Giordana.

Reader's Digest Tests World's Millions

In Eleven Languages, Readers Are Much Alike

By MARC ROSE

THE *Reader's Digest* is now published in eleven languages. (There are nine teen separately published editions.) I just counted them again; I always have to. The languages are: American, which we use in the United States and Canada, and, slightly modified, in Great Britain and Australia; Danish, Finnish, French, German, Italian, Japanese, Norwegian, Portuguese, Spanish and Swedish. I have set them down in alphabetical order; that is not at all the order of the size or importance or age of the various editions.

The editions published in Japanese, in French and in Spanish each sell roughly a million copies a month. The other seven foreign language editions, plus the British, Australian and Canadian editions, add up to about three million copies a month. The Spanish language edition is ten years old; the Italian and German editions haven't reached their first anniversary. (But they can already walk alone.)

I have seen various figures supposed to represent how many persons read each copy of a magazine. The smallest I recall is four, the tallest, twenty. I don't take any stock in the accuracy of any of them.

But let's say that since some ten million Americans buy a copy of our magazine every month, a good many millions of our fellow citizens probably read it. And since six million persons buy our foreign editions, several millions of foreigners must read it, too.

There has never been anything like this in all the history of publishing; here is the first truly international periodical. Here, as a corollary, is the first opportunity that has arisen to compare the reading tastes of your neighbor, Jim Smith, with those of Mr. Takimoto, Señor Gomez, Jens Jensen and M. Polichet. You can well understand that this is no idle parlor game in our offices; it is a serious business. We'd better find out what Mr. Takimoto likes to read—or else.

But relax. It turned out to be simple enough. Mr. Takimoto likes to read just what you like to read. And so do all the rest of them—the Italians, the Brazilians, the Argentinians—yes, and the Finns. They are interested in just the same things you are interested in. To each of them—as to you—the most interesting topic of all is himself. Just as in America,

the pulling power of an article is in direct ratio to how closely it affects the reader. He wants to read how to keep well, how to succeed, how to be happier.

Like you, the reader abroad wants to know about the struggle with Communism. He likes to read of human struggle against odds. He likes to get acquainted with great personalities. He likes a little fun.

WE suspected this, but at the outset we didn't know. But now we do know. We are constantly surprised at the similarity of reader interests over

EVEN in eleven different languages Marc Rose, senior editor of The Digest, the articles that please Americans, Finns, Frenchmen and Argentinians. It is only one of the publishing phenomena that readers in foreign editions translated around the globe.

The writer of this fine article is a writer and editor. He started his journalistic career in 1915. He started his journalism in Memphis, New Orleans and Atlanta. After five years on the Sun of the Buffalo Evening News, he was editor of the International News Service. Then he edited the magazine for six years.

After several years as a magazine editor, he joined the *Reader's Digest* staff as an associate editor. He has since become a full-time editor.



at Milan are Terence Harcourt and Mario Ghisalberti, editor.



IN JAPANESE—Citizens of Tokyo eye the cameraman as they pass the offices of the Japanese edition of The Reader's Digest beneath a bilingual nameplate.

the world. I suppose everyone—surely every reader of THE QUILL at least—knows that all magazines have methods of checking up to find out which stories and articles readers liked, and often assess the articles in order of popularity. It can be no revelation to say that we do this, all over the world.

We do not think the distinction between ranking fifth or sixth in such a poll means anything, nor even between first and fifth. We think that any article that finishes in the first ten is of top quality. We think, in fact, that any article that is ranked among the first twenty is all right.

aders are pretty much alike, reports The Reader's Digest. With occasional exceptions Americans rate high with Japanese and Digest ought to know, for it is not of all time, but reaches its millions of the native tongues of nations clear

an newspaperman, magazine writer career at 13 in Waukegan, Ill. John men from his nearby colony, Zion high school boy from slipping in to st pronouncements on anything from

un moved on to work for city desks before landing in New York City in other papers he became managing 1927 he became executive manager years later he helped start Business ars.

ture writer Rose joined The Reader's became a senior editor in 1942.

The bottom ten—well, we probably had various good reasons for including them in the table of contents—considerations of balancing the menu, prestige, helping a good cause, and so on.

The interesting, almost startling, fact is that we can virtually guarantee that any article which American readers rank among the first ten will rank similarly anywhere else in the world. Of course excluding articles obviously restricted to home consumption—a discussion of the poll tax, let's say.

Let's take some specific examples. Last year we published an article written by the former warden of a New Jersey penitentiary telling the story of a young convict who heroically volunteered over and over again to be the guinea pig for Army doctors studying dengue fever and other tropical diseases. It was his contribution to the war effort; though it caused him untold suffering and nearly cost his life, it brought him inner satisfaction.

The article brought fine reader response in the United States; I believe it ranked somewhere about fourth in order of popularity that month. But the British, the French, the Swedes, the Finns, the Danes, the Norwegians, the Australians and the Canadians voted it a resounding first! Even the Japanese ranked it higher than American readers; they placed it third.

We condensed a book, *Marooned in the Clouds*, the story of a plane that made a forced landing high in the Alps, and of the heroic rescue that ensued. That was tops in all languages. We told the story of the life and achievements of Dr. Cushing, "Father of Modern Brain Surgery." Would you expect that to reach world-wide popularity? It did.

I don't have any hand in editing the foreign language editions; if I had, I doubt if I should have included in any one of

them the story of John Roebling and his son, and how they built Brooklyn Bridge. The piece was rated fourth in America, where everyone has heard of Brooklyn Bridge and seen pictures of it; maybe it would not be too wild a guess that almost half of our readers have seen it. But in most foreign lands it rated tops! Why? You tell me. I don't know; must be Brooklyn Bridge is more famous than I thought, and of course, it was a fascinating story of human triumph over odds.

I could go on with samples for pages. Here is a list of titles of articles that proved to have world-wide appeal: "If You Need a Drink, Don't Take It"; "Young Man, Be Your Own Boss"; "Children Can Be Taught Life"; "We Didn't Get a Divorce"; "Tomorrow You May Be Younger"; "Why We All Have Ups and Downs"; "What Do You Know About Sleep?"

NOW it might be fun to look at some exceptions. We published an article by Henry Morton Robinson entitled "Lift Up Your Eyes to Marvel," in which he talked about the wonders of the heavens, the beauties of the stars, the mysteries of astronomy. I have seldom seen an article fall flatter on its face in the home edition. I think it wound up 28th in a list of 30. Undeservedly; it was a beautiful, poetic, informative article. I thought it was swell. So foreign readers thought, too—they ate it up, and voted it tops!

Another oddity: One of our articles told, entertainingly and sympathetically, I thought, the story of how the ill and poverty stricken Handel, heartsick at the loss of fame and fortune, was inspired by a manuscript sent to him in the mail, and wrote The Messiah, the world's greatest

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Digest

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oratorio. The article did fairly well with us. But in Britain, where Handel lived and wrote, and where the annual performance of the magnificent oratorio is an unshakable tradition—nobody liked the story. Or, shall we put it this way, they liked a dozen other articles better.

Father Flanagan's "Boys' Town" surely is as American as pumpkin pie. Who else would want to hear about it? Everybody, apparently. We did a piece called "Father Flanagan's Toughest Customer" and the Germans rated it second, the Arabs and Japanese sixth, Italians fourth, and the Latin American readers, first by a good margin. Juvenile delinquency, it seems, is a world problem.

It is a rigid rule that nothing shall be included in any foreign language edition that has not appeared in the home edition. But anything that the editor in Paris, or Tokyo or Stockholm judges would not appeal to his countrymen may be omitted. Except in Finland, the omissions, it is interesting to note, are seldom for reasons of politics or ideology. Sometimes there are religious taboos; one does not discuss "planned parenthood" in a land which is 100 per cent Catholic. More often the reason is a disparity in law or custom or social structure.

One of the topics that interest American readers is the relation between employer and employee. We like to dig up instances of companies which have done an outstanding job in this field. Well, these articles are consistently discarded in Sweden, Denmark and Norway—they are considered old hat, we are so far behind their progress in that area. They aren't interested in accounts of experiments they worked out decades ago. That goes for descriptions of cooperative enterprises and such social measures as pensions and health insurance.

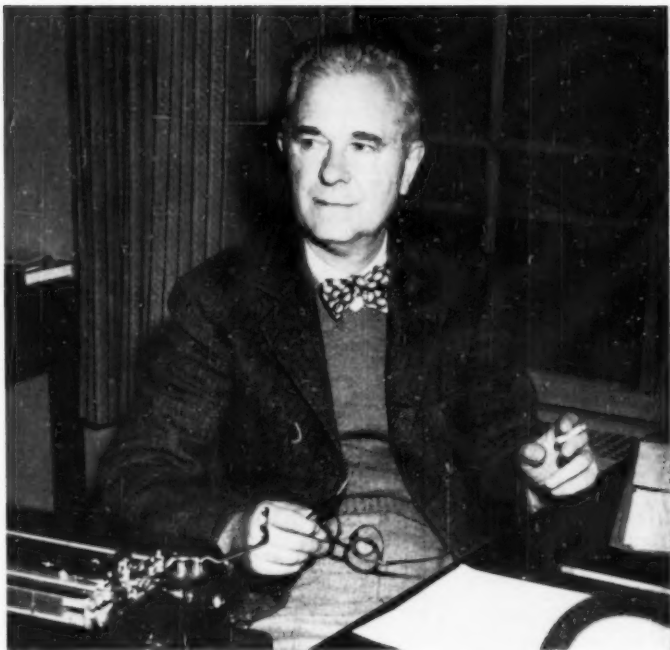
On the other hand, articles in these fields are seldom publishable in South America for the opposite reason that the South American countries are so far behind us—and have so little industrialization—that they do not even know what we are talking about.

SUCH variations as exist between the tastes of readers in different countries are, as I've been saying, minor, but nevertheless interesting and sometimes significant. For example "escape" literature is intensely popular in Germany. Any article which takes the Germans out of their drab lives into a happier atmosphere has great appeal, and if it takes them on travels to a remote earthly paradise, they find it irresistible.

I wrote "The Isles of June," an idyllic description of the Bahamas, with the idea that it could not possibly interest anyone save Americans and possibly the British, since the islands are a British possession. But it was seized upon by the German editor and got an enthusiastic response from his readers.

In France and Denmark, war reminiscences—"Now It Can Be Told" pieces—are more popular than anywhere else, though rated well everywhere.

We have to remember that the Japanese concept of music is so utterly different from ours that articles on Toscanini, Haydn, or Mozart, which are received well throughout Europe and Latin America, will not do in Japan. (One such article



AUTHOR AT HIS DESK—Marc Rose, senior editor of *The Reader's Digest* who tells how editions in eleven languages have taught the magazine's staff that readers like much the same articles everywhere.

which got in as a sort of experiment finished a bad last.) But going back to the opening theme, the astounding thing is not the differences between the people who speak all the tongues of Babel, but the similarities.

TRANSLATING *The Reader's Digest* into ten foreign tongues is more of a problem than would first appear. It is easy enough to find a Finn who can take our magazine and turn it into Finnish which is correct grammatically and conveys the general meaning—but the product is likely as not to be miles from the original in style and spirit.

What we are aiming at is a translation which shall keep the brisk pace, the conciseness and clarity we like to think we achieve in the home edition; the great faults we most often encounter in translators are longwindedness, pretentiousness, pedantry. They want to be "literary"; we want them to use the kind of phrasing and the kind of vocabulary that would be used in ordinary conversation among their intelligent compatriots. In general, professors just won't do; journalists do much better than the scholars.

Take Spanish; the tradition is to be ornate, flowery. When we launched our Spanish language edition (first born of the lot), it took five pages in Spanish to say what we said in English in four. *Selecciones* has actually succeeded in modifying Spanish style; gradually, in the ten years it has been reaching its millions of Latin American readers, it has developed conciseness and directness, so that now its translations in Spanish run not more than ten per cent longer than the English originals. Latin American readers

again and again write to tell us that we came in like a breath of fresh air, blowing away musty conventions, and that they have themselves been influenced to write with fewer flowers and more directness.

Japanese, of course, is a special case; there is nothing to be done about the fact that it takes about a third more acreage to print a thing in Japanese. It is a clumsy language with a worse than clumsy mode of putting words on paper.

It is curious to note that the best translator invariably is the foreigner who has learned English, never the American who has learned a foreign tongue. This, when you think it over, makes sense; I am sure the good English translations are made by those to whom English is the native tongue.

TO help the translators, editors in the home office go through each month's issue on the alert for any word, phrase or allusion that might not explain itself to a foreigner. We are particularly nervous lest they take some expression literally—"he made a killing," for example. So marginal notes are scribbled, giving foolproof equivalents.

In a recent article about Los Angeles, reprinted from *Time*, is this sentence: "Rich, booming and afloat with dull-eyed suckers, the town is an irresistible target for shady operators, con men, plungers and tired Eastern torpedoes. . . . Its citizens drive up to traffic lights like ball players sliding into second."

Try that on a Frenchman—or an Englishman, for that matter! Our marginal notes explained that "shady operators"

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THE QUILL for October, 1949

J-Program

To Publicize Police, First Be a Cop

By MYRON (Mike) BLANCH

LOUIS J. SMYTH, who wrote of opportunities in police public relations in the July issue of *THE QUILL*, will be happy to know that the field has been suggested to journalism students as a profession. This writer at any rate, is aiming at just such a career.

My way of preparation may be unique. Very few, if any, journalism students have joined the police force to get the other side of the work done by the public relations man—to find out exactly what the policeman's problems are.

I'm not so naive as to think that after graduation I can step into the shoes of the public relations man. This would be the same as sending a rookie cop out without instructions—he'd foul up everything. The polished public relations man in a police department must not only know police work, but must have years of journalistic experience.

As a student of journalism, I am preparing myself for a job on a newspaper, preferably police reporting.

IN the July Quill of this year, Louis J. Smith, director of public relations for the Kansas City police department, pointed out the opportunities in this field for young journalists. He discussed current debate over whether the ideal man for such a job is a journalist turned policeman or a policeman turned publicist.

Myron "Mike" Blanch, senior in the University of Minnesota school of journalism, has solved it both ways. He is also putting in 40 hours a week driving a squad car as a Minneapolis policeman, with an eye on that police public relations job. Then, as he plans it, comes reporting and then police public relations.

Mike is a Naval veteran who put in nearly three years as a radio man on a medium bomber. Current biographical detail, he reports, is scanty. Doubling as a cop and a full time student doesn't permit much time for extracurricular activities.



PRACTICAL COURSE IN JOURNALISM—Myron "Mike" Blanch, journalism student who hopes some day to do police public relations, combines a rookie policeman's experience with his courses at the University of Minnesota. This particular duty doesn't look unpleasant.

When leaving college, my plans call for a job on a local newspaper. If everything goes according to schedule, I'll be in line for the public relations job four or five years after graduation. During those four or five years I will have gained invaluable experience covering both police and newspaper work. The public relations man must know both thoroughly.

AS a policeman, I heartily agree with Smyth concerning the need for the public relations man within the police department.

The men I ride with on patrol have had no classroom training in public relations, yet they've taught me that a good cop is the one who gets along with the public. To do this he must be willing to put forth a little effort to aid those with even the smallest problems—from out of towners who can't find Lake street to tots who can't find mommy. To these men I am grateful, for they've given me one of my first lessons in public relations.

I'm not sure all the other rookie cops are as fortunate as I. Judging from the complaints that come into the department, it seems that many police officers still insist on being the tough, burly cop of old.

Just a few of these "toughies" can ruin the reputation of the department. If they all followed the advice given them in indoctrination, there would be little to worry about.

My captain, in winding up his in-

doctrination speech, said, "And above all, be courteous." Another piece of advice he gave me was to use common sense—just plain common sense. Well, common sense and courtesy go hand in hand. A little smile and a tip of the hat will go a long way—anywhere.

While cruising one night, I received a call to an accident. Two cars, one driven by a woman, had collided. As usual, each driver claimed the other to be at fault. The woman claimed she had been hit, but it took no Dick Tracy to see what had actually happened.

As politely as possible, I pointed out the facts to her, showing her the skid marks and explaining to her that the front end of her car was damaged and that the right rear fender of the other car was likewise damaged. It took a little while to convince her, but finally she saw the light.

The next morning she called in to say what a nice, courteous policeman had taken care of that accident. In fact, she went so far as to say that it was the first courteous officer she'd ever met.

That incident convinced me that I was on the right track. It's news, when someone will go out of his way to do a good turn for a policeman. If treated right, and approached in the proper manner, there's no reason why the public shouldn't take a liking to the police. After all—the police are there to protect and help people.

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Watsons, Father And Son, Named To New Posts

A FATHER and son, both members of Sigma Delta Chi, have been named to direct teaching of journalism in two universities.

Elmo Scott Watson (Illinois Prof. '19), former national president of the fraternity, will become dean of the department of journalism at the university of Denver next June. His son, Harry S. Watson (Chicago Professional, '46), this Fall becomes head of the department of journalism and director of public relations at Bradley University.

Elmo, now director of the Chicago division of the Medill school of Northwestern University, will direct the studies of nearly 300 students on the big Denver campus.

A graduate of Colorado College and Northwestern, he reported for the Colorado Springs Gazette, edited the *Publishers Auxiliary* in the mid 20's and continued to write a column, "After Deadline," for the weekly publication of the Western Newspaper Union. For two decades he was a feature writer for the Union's news service.

Elmo has written books and magazine articles on western and Indian lore. He helped organize or direct the Illinois State High School Press Association, the Chicago Scholastic Press Guild, the Industrial Editors' Institute and the Corn Belt Writers Conference.

In addition to serving as president of Sigma Delta Chi in 1939-40, Elmo was chairman of the Headquarters Committee which steered the fraternity through the difficult war years. He was awarded the Wells Memorial Key for his services.

Like his father, Harry Watson is a graduate of Colorado College and studied at Northwestern University where he took his master's degree. He spent three years on the staff of the army's *Stars and Stripes*, after prewar experience as assistant editor of the *Publisher's Auxiliary* and a *United Press* staffer.

After military service, he first served as director of public relations for Colorado College and then taught at South Dakota State College where he held the rank of associate professor of journalism when he received the appointment to Bradley, rapidly growing privately endowed institution at Peoria, Ill.

Digest

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are "questionable operators," "con men" are "confidence men" or "swindlers," "plungers" are "bold gamblers," a "tired Eastern torpedo" is a gangster of the killer type, veteran of the prohibition era. As to "sliding into second," you don't have to explain that in Japan which is baseball crazy, but it is untranslatable anywhere else. We suggested that they make it "like cowboys going into town." They've all seen Western films!

Pierre Denoyer, editor of the French edition, thought Billy Rose's book "Wine, Women and Words," which we published in condensed form, would be popular with



FATHER AND SON—Elmo Scott Watson (right), head of the Medill School of Journalism's Chicago department and former president of Sigma Delta Chi, who will become the next dean of Denver University's J School, and Harry S. Watson who this Fall took over direction of journalism at Bradley University.

his countrymen. But the Paris s'aff translators threw up their hands. Billy's language is uncorrupted Broadwayese. Philologists, the more learned of them, can trace a certain relationship between Broadwayese and colloquial American, but not to English as taught at the Sorbonne.

In his perplexity, Denoyer at last thought of Maurice Chevalier. That saucy, slangy veteran knows his Broadway as perhaps no other Frenchman does. He thought it would be great fun to help Billy write, "It was a cinch bet." That stumped the classicists, but Chevalier came up with "*C'était du nougat*"—"it was candy." Someone told Billy he should confine his writings to "razzle-dazzle and razz matazz." Chevalier turned that into "*plaisanter sur des plaisanteries plaisantes*"—roughly "be pleasant about pleasant pleasantries."

"Nick was as nice to have around as a black widow spider," said Billy. "As a hungry crocodile." Chevalier made it, black widow spiders being unknown in France. "The iron stomach citizens who survived prohibition" became, quite simply, the "hardcooked ones." "My kid dreams got their first kick in the chaps," wrote Billy; Chevalier made it "*mes illusions de cosse prirent leur premier coup de botte dans le posterior*."

Chevalier did a brilliant job, and in recognition thereof the Translators' Club of Paris tendered him a luncheon and conferred upon him an honorary membership.

Blanch

[Concluded from Page 13]

A good public relations man, hired by the city, would be an investment which would return high dividends in the mind of the public and would build up a more favorable attitude toward the police force. It would be his duty to train the rookie

cop, even some of the old timers, in the art of getting along with people. Believe me, this is no easy job.

After having complaint after complaint hurled at him, and people wanting this man or that man arrested, the policeman has a difficult time being congenial to everybody. At times, one feels like blowing off a little steam, but if the public relations man is on his toes, this steam will be held in check.

The old trick of counting to ten, several times if necessary, is still as good as the day it was discovered. An angry man cannot think clearly and this is one thing that the policeman must do—think clearly and then act accordingly.

With one eye on journalism and the other focused on police work, the height of my ambition is to become just such a public relations man. In the meantime, as a policeman, I will do everything possible to build a better feeling between the public and the department.

Heads Research Bureau At Butler J-School

GEOERGE H. MILLER (Missouri '40), assistant professor of journalism at Butler University, has been named director of a newly created newspaper research bureau, Dr. DeForest O'Dell, head of the journalism department, announces. The objective of the bureau will be to analyze both daily and weekly newspapers and to conduct readership surveys.

Prof. Miller became a member of the Butler faculty in 1948. He received his Bachelor of Journalism degree at the University of Missouri in 1940 and his Master of Science degree at the University of Illinois in 1948. He has worked on papers in Louisville, Ky., Evansville and Peru, Ind., and Mexico, Mo., and been an assistant professor of journalism at the University of Illinois.

J-Teachers' Associations O.K. Merger

MEETING jointly in Minneapolis in September, the three national groups of journalism educators tentatively approved plans to unite them as the Association for Education in Journalism.

The two organizations which represent different groups of journalism schools, the Association of Accredited Schools of Journalism and the Association of Journalism School Administrators, will maintain their identities as "coordinate associations" within the framework of the new body. It will also include the American Association of Teachers of Journalism, authors of the merger plan.

Final action on the union of the groups will be taken later. The AASDJ approved the articles of association "in principle" pending revision of its own constitution. So did the ASJSA, pending a mail poll of its membership. The AATJ accepted the program and new constitution during the meetings at the University of Minnesota.

The new constitution brings increased responsibility of teacher, as against administrator, in the pursuit of education for journalism. It also proposes more direct participation by journalism educators in affairs of the American press. A committee on professional freedom and responsibility in press and radio will be named to "investigate conditions of work and tenure having to do with freedom to report and print the news without fear or favor."

TWO Sigma Delta awards for distinguished service to journalism, announced in May, were made during the joint sessions. J. Edward Jerald of the University of Minnesota received the medallion for research awarded for his book, "The Press and the Constitution, 1931-1947."

A special citation for research made to the Associated Press Managing Editors Association for their continuing studies of readability and other aspects of the wire service report was received by William P. Steven, managing editor of the Minneapolis Tribune, on behalf of the APME.

Officers elected by the three journalism educators' groups who would remain autonomous within the proposed new joint association, are as follows:

Henry L. Smith (Wisconsin Professional '35), University of Wisconsin, president of the American Association of Teachers of Journalism; Clifford F. Weigle (Stanford '28), dean of the University of Oregon school of journalism, vice president, and Elmer F. Beth (Wisconsin '26) of the University of Kansas, secretary-treasurer.

The Association of Accredited Schools and Departments of Journalism—Dean Frank L. Mott (Iowa Professional '27) of the University of Missouri journalism school, president; Dean John E. Drewry (Georgia Professional '28) of the University of Georgia's Grady school, vice president, and Beth, secretary-treasurer.

Dwight Bentel (Stanford '41), San Jose State College journalism department



HONORED FOR FARM REPORTING—John M. Collins (standing, right) receives the Reuben Brigham award offered annually by the American Association of Agricultural College Editors for outstanding agricultural journalism. J. W. Scheel (left) of Oregon State College makes the presentation as Glenn Rutledge of Mississippi State College, president of the association, applauds.

JOHAN M. COLLINS (Kansas State Professional '24), editor of the Weekly Kansas City (Mo.) Star, was awarded the Brigham Memorial Plaque by the American Association of Agricultural College Editors at a Cornell University ceremony.

The plaque is awarded annually by the professional group to the person making the greatest contribution to agriculture through information channels.

Collins has been active in the Kansas City chapter of Sigma Delta Chi, serving

as an officer of the professional group there. He has been editor of the Weekly Star for several years and a member of the staff for 33 years.

Earl C. Richardson (Kansas State '30) was named president of the association at the close of the professional group's thirty-fourth annual meeting at Cornell.

Richardson is agricultural extension editor at Michigan State College, and formerly was in newspaper work in Manhattan, Coffeyville and Garden City, Kas., before serving in the army during the war.

head, president of the American Society of Journalism School Administrators; Elmer G. Trotzig (S. D. '26), head of the department of journalism, University of South Dakota, vice president, and A. E. Austin (N. D. '29) journalism department head, University of North Dakota, secretary-treasurer.

Joseph C. Carter (Syracuse Professional '45), has been appointed director of the Temple Press Tournament, a contest-convention of students and advisers of the school press from the five-state area around Philadelphia. Carter, whose Temple University position is assistant professor of journalism, is also editor of the TU Faculty Record, and advisory editor of the Scholastic Editor. He is author of numerous articles in journalism, law, education, and other trade journals, including THE QUILL.

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[Concluded from Page 9]

my own. I would have been comfortable, well respected and probably at least twenty pounds heavier than I am now.

THERE are two kinds of people in this world—those who gamble with life and those who prefer the sure things.

I have always been a gambler, and I believe that most journalism students are.

I have talked to many of them. Only a little while ago I addressed more than 250 of them at Penn State College.

They crowded around me after the lecture and asked questions, many questions, eager questions.

Not a one of them wanted to know anything about "small town journalism."

The keynote was "How can I lick the game?"

NOW please don't misunderstand me. Some of the finest newspapermen I have ever known were small-city newspapermen.

Some of the worst newspapermen I have ever known were big city newspapermen.

Nobody has yet been able to decide whether life in the big city or in the small community is the better way of life. That is entirely a matter of temperament, of taste, of preference.

To be a big frog in a small puddle will always be the more desirable method of existence to thousands of people in all walks of life.

But I do believe that he who has never had a fling in the big city will always feel that he has missed something.

Then, when he is a small city man at heart and had its fill of New York or Chicago or Detroit or Los Angeles, he can go back to the town of his heart's desire and be a happier human being and a better newspaperman.

Right in my own syndicate in New York I know at least a dozen fellows who earn more than they could ever earn in a small town, yet whose end of the rainbow is some day to own a small town paper of their own and to enjoy the power, the glory they think will be theirs as makers of things and men, as destroyers of evil, as big frogs in a small puddle of which they will be the owners.

How many of that dozen will do it? Two? I doubt it. One? Perhaps.

As for me—I do my work in a small town, an hour and ten minutes from New York. And that's as far as I ever want to get away from it.

On the Record

[Concluded from Page 3]

UNDERGRADUATE AWARDS

Chairman: Scholarship Awards
JOHN M. McCLELLAND, JR., Editor
Longview Daily News
Longview, Washington

Chairman: Newspaper Contest
ROBERT W. REED, Assistant Managing Editor
The Kansas City Star
Kansas City 17, Missouri

Chairman: Photography Contest
B. C. JEFFERSON, Associate Editor
Dallas Times-Herald
Dallas, Texas



NEVADA HONORS ALUMNUS—Robert C. Miller (left), United Press roving correspondent, chats with John F. Milburn, chapter president, following his initiation as a professional member of Sigma Delta Chi.

ROBERT C. MILLER, roving correspondent for the United Press and an alumnus of the University of Nevada, was initiated as a professional member of Sigma Delta Chi following his recent return from covering the troubled Near East. The initiation coincided with a visit of President Neal VanSoy to the chapter which he had installed in 1948.

Initiated with Miller were three students, William Gillis, now reporting for

the Nevada State Journal at Reno; Edward Slingland, on the publicity staff of the Reno Chamber of Commerce, and the Rev. Maurice Welsh, who is scheduled to edit the Nevada Register, Catholic weekly newspaper.

At an initiation dinner, Miller, who had been with the UP since his graduation in 1938, told the chapter of his experiences in covering Israel, Trans Jordan and other Near Eastern areas.

Chairman: Beckman Chapter Efficiency Contest
FLOYD G. ARPAN, Associate Professor
The Medill School of Journalism
Northwestern University
Evanston, Illinois

Chairman: Hogate Professional Achievement Contest
JOHN M. McCLELLAND, JR., Editor
Longview Daily News
Longview, Washington

UNDERGRADUATE AFFAIRS

Chairman
JOHN M. McCLELLAND, JR., Editor
Longview Daily News
Longview, Washington

FLOYD G. ARPAN, Associate Professor
The Medill School of Journalism
Northwestern University
Evanston, Illinois

JOHN H. HILL
Temple University
Philadelphia, Pennsylvania

JULIAN CLARKSON
University of Florida
Gainesville, Florida

BERNARD J. SAUBER
South Dakota State College
Brookings, South Dakota

RUSSELL C. TORNABENE
Indiana University
Bloomington, Indiana

JACK S. REESE
University of Oklahoma
Norman, Oklahoma

PORTER WHARTON, JR.
1328 W. Franklin St.
Elkhart, Ind.

Russell B. Clanahan (Michigan '49) is telegraph editor for the Lincoln (Ill.) Evening Courier.

Fred I. Jones (Purdue '42) recently assumed new duties as assistant in agricultural extension information in the Purdue University bureau of information after three years on the staff of the Peru (Ind.) Daily Tribune.

Willis "Bill" Ross (Southern Methodist '47) is with Station KAVE at Carlsbad, New Mexico, in charge of the news department.

Former Publisher Quits Texas Senate For Executive Post

JAMES E. TAYLOR (Dallas Professional '45) of Kerens, Tex., former newspaper publisher and publicist, has resigned from the state senate to become executive director of the Texas Motor Transportation Association.

Before his election to the state senate he had served two terms in the lower house, published weekly newspapers at Kerens and Corsicana and directed public relations for the Texas Manufacturers Association. He was elected to the senate while commanding a battalion of field artillery in the 39th Division in Europe in 1944.

In announcing a special election to fill Taylor's senate vacancy, Gov. Allan Shivers called him "a leader in the Texas legislature and one of its most able and earnest public servants."

Taylor, who was chairman of the senate finance committee, had championed the cause of Texas publishers since he first went to the legislature in 1939. He was the author of the present Texas publications law and during the last session sponsored the mandatory publication statute sought by Texas publishers.

He also pushed educational reform legislation through the legislature against bitter opposition. He is an alumnus of Baylor University.

Wallace Carroll (Marquette '26) recently became executive news editor of the Winston-Salem (N.C.) *Journal* and *Twin City Sentinel*.

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James E. Taylor

Lambeth C. Mayes (George '48) has joined the staff of the *Southern Agriculturist* at Nashville, Tenn.

Plan New Techniques In Radio Station

TWO veterans of the newspaper and publishing fields have acquired a radio station in order to introduce new techniques in radio journalism.

The station is WAVZ, New Haven, Conn. It is to be operated, according to the new owners, "along newspaper lines." It will have a staff of reporter-announcers, society editor and suburban correspondents.

Using tape recorders and mobile transmitters, this staff will bring community news activities to life on the air. Programs will be interrupted for news flashes and local obituaries.

Partners in this plan are Daniel W. Kops (Cornell '39), former editorial writer of the Harrisburg (Pa.) *Telegraph*, and Victor W. Knauth, editor and a publisher of *Omnibook Magazine*. Knauth is president and Kops is vice president and general manager. At Cornell Kops was editor-in-chief of the *Daily Sun*.

Thomas F. Driscoll (Northwestern '49) has begun work as general assignment reporter on the Peoria (Ill.) *Journal*.

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THE BOOK BEAT

By DICK FITZPATRICK

If the American press practiced objectivity in the evaluation of the news as it does in reporting the news, then this country would have the best press possible.

That is the conclusion of Herbert Brucker, editor of the *Hartford Courant*, in his outstanding book "Freedom of Information" (the Macmillan, New York, \$4.00). This new book by the author of "The Changing American Newspaper" is excellent. It does not whitewash the press nor does it make stupid criticism of newspapers as do many of the press's wiseguy critics.

While Brucker in two instances is highly critical of the American Newspaper Guild, he is in no sense kind to publishers whom he believes to be largely responsible for the press's current lack of interest in the objectives and needs of the ordinary citizen.

Brucker begins his 307 page study by making the observation that "each of us moves in an orbit that is woefully small in relation to the world as a whole. . . . That is why we must get most of our information about the world we really live in by artificial means. Those artificial means are what we call journalism—newspapers, radio, book, magazines, and a complex array of new facilities for learning what is going on out of eyesight and out of earshot."

Brucker sees the press as "a little recognized but indispensable fourth branch of the United States government." He adds: "Adequate information provides the only environment in which democratic government can live. Without information, Congress, President, and courts cannot function."

Brucker is another of the writers in the field who recognizes the need for an overall approach. He lists as today's channels of communication such background sources as education and environment, conversation, lectures, forums and sermons, books and magazines.

To these he adds newspapers, public opinion polls and communications research, radio, facsimile, news photographs and picture magazines, motion pictures, and television.

THE *Hartford Courant* editor says that all channels of communication should "be guaranteed the benefits of a free press under the First Amendment to the

Constitution. In return, the whole battery of democracy's new instruments of information must learn to breathe the traditions of the Fourth Estate by struggling to report and interpret facts independently of the social and economic groups that make up our body politic. Only if they are free from control by government, and only if they realize fully their own obligations as objective reporters, can they function as the integral parts of journalism they are."

Brucker says that most critics of the press today fail to understand the historical background of a free press and therefore do not appreciate "its priceless value today."

"The usefulness of the Fourth Estate . . . lies in its independence from all other groups into which man has organized himself," Brucker declares. He does point out that unfortunately many papers reveal the country club atmosphere in which their publishers live. The author believes that the newspaperman's "employment is less commercial than that in other institutions of private profit."

In explaining the background for an understanding of the press today, Brucker says "we cannot approach the faults of contemporary journalism without first accepting the major premise that, no matter what else is done, we cannot have democracy without a Fourth Estate, sheltered behind the principle of a free press in the precise meaning of that term as hammered out in Anglo-Saxon history."

Discussing the press in action, Brucker makes this observation about suppression: "Looking at past suppressions with the perspective of hindsight, one comes to the conviction that the more nearly inviolable free speech and free press are, the better for the common good. The risk of persecution, in denying them, is too great."

Brucker believes "the Fourth Estate, the free press, the prying press—they are all one and the same thing—is like rain that soaks you to the skin. The soaking may annoy you, but without rain you could not live. Without a press free to pry, democracy cannot live."

Many critics of the press believe that most of its faults are due to advertisers and their influence. Brucker says advertising is not the villain critics think it is. In fact, he says, there are very few instances where advertisers have been able to influence the press.

He says critics must remember this fact—"readers have never been willing to pay the cost of the news they read, so that at no time and in no country in the world has circulation revenue alone paid for making and distributing a nation's newspapers."

The newspaper editor adds that advertising is a cleaner by-product than political subsidies which existed in this country a century ago and in foreign countries just before World War II.

ONE of the major problems of the press is simply technology. Brucker says many profound changes have taken place in this country which naturally affect the press. Another problem, as Brucker sees it, is that "the press,

though it still fights its inevitable battle with government, and thus serves the citizen better than he realizes, has nevertheless grown to be an institution in its own right, and so is just as remote from the individual as is government."

Brucker sees monopoly as another problem to which he devotes a chapter. He believes more research is needed on the subject. Brucker says that centralization in government has brought with it a tendency to manage the news. Brucker has an interesting chapter on public officials and the news and makes some very pointed observations.

Another highlight of the book is a chapter on moving the news which traces a story from a press conference through to its press association wires and as radio news bulletins.

In another chapter the *Hartford Courant* editor discusses the development of public relations and the press's handling of publicity.

In another chapter, Brucker discusses the public's attitude toward the press and explains the phrase, "It's only a newspaper story."

In a very interesting chapter on censorship, Brucker quotes an official as saying that only one-half of one per cent of the budget of the Office of Censorship in World War II was for censorship of domestic media of news dissemination.

He discusses such examples as Nazi propaganda and censorship and goes into the development of world wide news coverage and press service agreements with foreign press groups.

BRUCKER very effectively analyzes proposed press reforms and argues that none of them will accomplish their objective of improving the American press. He lists as the major proposals a municipal press, a yardstick press, a professionalized press, a press without advertising, an endowed press, a church press, and a labor press.

Brucker says America's great contribution to journalism is objective reporting and what is needed to improve the press is merely objectivity in interpreting the news. He asks: "Is there any reason why the spiritual growth that has given us truth in the news should suddenly halt before it gives us objectivity in the evaluation of the news?"

Brucker calls on critics of the press to search for the truth instead of arguing from a preconceived point of view.

Laying much of the blame on American

[See Next Page]

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Ex-War Correspondent Teaching Journalism At U. of Wisconsin

GRAHAM B. HOVEY (Minnesota '37), former war correspondent and magazine writer, has been appointed an assistant professor in the University of Wisconsin school of journalism.

Hovey, a lecturer in the University of Minnesota school of journalism the past two years, brings a wide background of newspaper and radio experience to his teaching of news writing and reporting.

He worked for the *International News Service* from 1940 to 1944, spending 30 months as a war correspondent in Africa, Italy, and France. During this time he covered major battles of the American forces in Tunisia; the siege of Cassino, and the breakout at Anzio; the Riviera invasion, Rhone valley campaign, and the arrival of the DeGaulle provisional government in Paris.

Upon his return to the U. S. in 1944, Hovey joined the Washington bureau of the *Associated Press* where he served as a reporter and later as an editor on the world desk for two years. He wound up his Washington news experience with 10 months' duty as assistant editor of the *New Republic*, specializing in foreign affairs.

Prior to joining *INS*, he was a reporter for two years on the Waterloo, Ia., *Daily Courier* after his graduation from the University of Minnesota in 1938. While teaching at Minnesota, Hovey did radio

work for WCCO and the University station, KUOM. He will do similar work for WHA at Wisconsin.

Radio Man Joins U. of Georgia Faculty

WILLIAM W. McDOUGALD (Emory '47), former program director of Radio Station WWNS, Statesboro, started the Fall term as an assistant professor in the Henry W. Grady School of Journalism, University of Georgia. In addition to his radio experience, McDougald has had considerable newspaper experience, and will teach courses in that field as well as radio journalism.

A native of Statesboro, he was educated at Emory University, Notre Dame, and Harvard. He has been associated with the *DeKalb New Era*, Decatur, and the *Bulloch Herald*, Statesboro. During the war he was communications officer on the *USS Appalachian*; served in Hawaii, the Philippines, and Japan, and was present at the Bikini Atom Bomb Tests.

BOOK BEAT

[Concluded from Page 20]

publishers' shoulders, Brucker says "It never seems to have occurred to the publishers that perhaps the way to endear themselves to the mass of men was to get it through their heads that 20th century Americans no longer identify the newspaper's attitude toward public issues with their own interests, and that a vast ma-

jority hold it to be, as often as not, actually hostile to their interests."

Brucker says that newspaper owners must consider that they have been given a public trust. He says "this kind of thing is needed because it is the owners, not the practitioners, of journalism that have the power to dedicate it to editorial independence. Yet, of all men associated with the calling, they are the least aware of its traditions, of its meaning to their fellow men, and of the dedication to the search for truth that alone justifies any expression of opinion in print, over the air, or on the screen."

Brucker says what we need is a press "controlled by skilled professionals whose integrity is above our reproach, and who are consciously and purposefully free from identification with any other group or interest."

Brucker's book was a great pleasure to read. It is an up-to-date, sound analysis of the press and its problems. It will not answer critics because most of them refuse to consider the press in its modern day setting.

This book is highly recommended for anyone who writes news or deals in any way with modern channels of communication. It should be read by every journalism student and progressive schools could well base a course on it.

William B. Nix (Georgia '45) is with the publicity department of the Bank of America in Los Angeles.

Troy S. Floyd (Missouri '49) is managing editor of the *La Junta* (Colo.) *Tribune Democrat*.



Cycle of a Bushel of Barley

- Consider the chain of economic benefits started by a bushel of malting barley.

It forms the basic ingredient of a 31-gallon barrel of beer or ale. And from that single barrel, the Federal Government collects \$8 in excise tax. The state government receives an additional tax, for its own use.

The farmer collects his share when he sells that bushel to processors—at a premium far higher than the price he would be paid for feed barley—and so do a dozen or more industries which participate in the production, packaging and distribution of

the beer before it reaches the consumer.

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Harvey Ingham, 1858-1949

(From the Russell Cowles Portrait)

Teacher, Author Publisher's Assistant

CALVIN KYTLE (Emory '41), acting professor of journalism at Emory University, has become publisher's assistant of the *Calhoun Times*, according to an announcement by J. Roy McGinty, editor and publisher of the Georgia weekly. Kytile assumed his new duties September 3.

The journalism professor is the recipient of a Rosenwald grant for work now in progress on a novel with a contemporary Georgia setting. He is the author of an article on Georgia politics that appeared in *Harper's* last September and was named in a recent *Collier's* magazine article by Hodding Carter as one of a group of Southern professors who are constructive leaders in a "new South."

While in service, the Emory teacher was stationed at Gen. MacArthur's headquarters, where he was information officer of the Information and Education Section, and edited "Maptalk" and other publications used by the Pacific I and E division.

C. S. Thorp (Georgia '39) is with the public relations department of the Southern Bell Telephone Company at Chamblee, Ga.

G. Lynn Hollen (South Dakota State Professional '47) has become publisher of the Watertown (S.D.) *Photoneers*.

Willett M. Kempton (Wisconsin Professional '36) is director of public relations and radio at the American University, Washington, D.C.

Wilbur E. Elston (Minnesota '34) is news editor of the Minneapolis *Tribune*.

Fowler W. Conwell (Missouri '49) is on the copydesk of the Milwaukee *Sentinel*.

Death at 90 Ends Distinguished Career Of Harvey Ingham

AN exceptional span of distinguished service to American journalism came to an end in August with the death of Harvey Ingham, editor-emeritus of the *Des Moines Register and Tribune* and former national honorary president of Sigma Delta Chi.

Mr. Ingham was within less than a month of his 91st birthday. He had been editor of the *Register and Tribune* for 40 years when he retired in 1943 and before that had edited the weekly *Upper Des Moines* at Algona, Iowa, for two decades—a total span of 60 years.

Born on Sept. 8, 1858, Mr. Ingham was truly a child of the frontier. Several times his mother hid with him in brush near the family cabin to avoid roving bands of Sioux Indians who had committed the Spirit Lake massacre only a year before. His father, Capt. William H. Ingham, who had moved his family from New York's Mohawk Valley to the frontier, later took the family to Fort Defiance at Estherville, where he was in command, for safety.

After graduating from the University of Iowa, Mr. Ingham acquired a share in the *Upper Des Moines* at his native Algona and gained a wide reputation for his editorial brilliancy and his liberal convictions.

He was 44, father of three children and successful by all standards when he met a new challenge by accepting the associate editorship of the *Des Moines Register and Leader*, recently merged morning papers. Within a year the paper was put up for sale, with no provision to protect a new editor who had also invested the proceeds of his own weekly in the new venture at Des Moines.

He appealed to an old friend, the late Gardner Cowles, a banker who had once been a publishing rival and later a firm friend in Algona. Mr. Cowles bought the *Register and Leader* and Mr. Ingham began the 40 year editorship which saw the *Register and Tribune* become one of the nation's best known newspaper combinations.

In his long career, Mr. Ingham often took the unpopular side of public issues. He insisted on discussion of controversies on their merits, without passion or prejudice. He upheld the rights of minorities, opposed war but urged American adherence to the League of Nations. Among the many honors that came to him was election as national honorary president of Sigma Delta Chi in 1927.

Fred H. DeLano (Michigan '37) is a sports columnist for the Long Beach (Calif.) *Press Telegram*.

H. A. Ericson (Iowa '43) is a copywriter with John A. Cairns Advertising Agency in New York City.

Wilbur J. Grant (Oregon '40) now doing publicity for the secretary of state of Oregon, traffic safety division.

Coy Williams (Texas '23) is a sports writer for the Los Angeles *Mirror* and a correspondent for the Toronto *Star*.



Harry J. Grant

Wisconsin Gives Grant Doctorate of Law

HARRY J. GRANT (Wisconsin Professional '41), chairman of the board of directors of the Milwaukee *Journal* and one of the first Fellows elected last year by Sigma Delta Chi, was awarded the degree of Doctor of Laws by the University of Wisconsin.

The former publisher and editor of the *Journal* was cited for his accomplishments in journalism which included his role in the Milwaukee newspaper's attainment of position among "the half dozen best newspapers in the United States."

Among his achievements was also listed his conception and execution of the *Journal's* employee ownership plan, under which some 700 employees own more than half the newspaper's stock.

A native of Missouri, Mr. Grant studied at Harvard University and first went to the *Journal* in 1916 after a successful business career in other fields at home and in Europe. He has been a director of the Associated Press and is a member of both the American Newspaper Publishers Association and the American Society of Newspaper Editors.

Foreign J-Students Do Michigan Internship

THE first two foreign students to complete a year's study of American journalism at the University of Michigan under a program sponsored by the university and the Press Club of Michigan this Fall began a year's internship on the staffs of major daily and several outstanding weekly Michigan newspapers.

They are Gerd Padel, Zurich, Switzerland, and Rudolf Soucek, Innsbruck, Austria. Both post doctoral scholars, the young men took courses last year at Ann Arbor both in journalism and in history and the social science. Students from Italy and Germany will follow them on the campus this term.

This October insertion in Standard Oil's institutional advertising campaign should leave with millions of readers the impression, "That's a good company to work for." It is—and that's one reason why Standard Oil people, like petroleum people everywhere, are setting new records for output.



Standard Oil man Charles I. Salmon, who works for us at our Whiting, Indiana, refinery, gets his first look at Kevin C. Salmon. Mr. Salmon's company hospital and

surgical operation insurance helped pay the bills. Our employees—and their families—are protected by one of the broadest employee benefit programs in any industry.

IT COSTS DAD LESS TO BECOME A DAD IN THE STANDARD OIL FAMILY

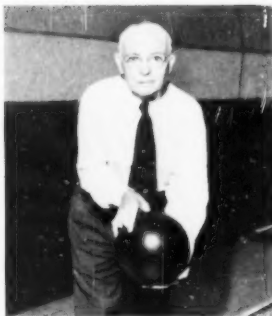
One of the things that make Standard Oil a good place to work is the employee benefit program of this company and its subsidiary companies.

This program includes group hospital and surgical operation insurance, covering employees and members of their immediate families. It includes sickness and disability benefits, group life insurance, and vacations. Our employee retirement plan sends monthly checks to retired Standard Oilers.

Every part of this benefit program adds to employee security. So does the fact that every member of the Standard Oil team—drillers, transportation workers, refiners, marketers—has behind him an average investment of \$26,700 in tools and equipment—tools which helped him average more than \$4,400 in wages and benefits last year.

Most of this equipment was provided by the investment of our 97,000 stockholders. Some of it was provided for by borrowing. Each year we plow back, in new tools and equipment, some of our profits—the money left over after all operating costs are paid. Of Standard Oil's 1948 profits, 29% went to our 97,000 owners; 71% was spent for new tools and equipment.

STANDARD OIL COMPANY (INDIANA)



WILLIAM WANTUNG of Peoria, Illinois, retired in 1940 after 35 years with Standard. Now he has lots of time for bowling with Standard. For the rest of his life, he will receive monthly income checks under our employee retirement plan, started in 1903.



ALYCE HEITZMAN's recent illness sent her to the hospital for 10 days. Thanks to Standard Oil's sickness and disability benefits program, she received full salary payments, plus part of her hospital expenses under our hospital and surgical operation insurance.



STANDARD EMPLOYEES are actually many times safer on the job than they are away from it, according to nation-wide statistical studies covering all types of accidents. Safety is another employee benefit which helps make Standard a good place to work.

Never a Dull Moment

In the newspaper field, events happen fast—and happen often. That's one of the things that makes working in this field so enjoyable—there's never a dull moment.

EDITOR & PUBLISHER has been reporting these events just as soon as they happen for the past 65 years. People associated with the newspaper business—editors, publishers, advertisers—have come to regard E & P as their Bible.

E & P covers every phase of newspaper operation from editorial through production, circulation, business, and advertising.

Recently the dock strike in Hawaii presented grave newsprint problems for Honolulu's two large newspapers, the ADVERTISER and the STAR-BULLETIN. E & P, sensing news value in the situation, kept abreast of the events and reported fully on all the details as soon as they were available.

EDITOR & PUBLISHER'S coverage of *all* the phases of newspaperdom is just as complete as that of the Hawaiian newsprint affair. That is why thousands of publishers and advertisers consider E & P *must* reading every week of the year.

Your copy is waiting! 52 news-packed issues a year cost but \$5.00.



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